

*** URGENT ***

From: Szumera, Michael on Wed, Apr 22, 1998 6:18 PM

Subject: MARLBORO VAN - St. Elmo, IL

To: Carraro, Tara; Daragan, Karen; Dawson, Nicole; Fontanez, Jose; Hingst, Donna; McCormick, Brendan; McGrath, Kathleen; Quast, David; Szumera, Michael

I just received a call from Tom Cole from the Dallas, Ft. Worth sales district. He informed me that today at:

Handy Dan's

Route 40

St. Elmo, IL 62458

Store Manager: Al Nevergall (sp?)

Phone: 618-829-5700

A reporter (Scott Butts) came from the St. Elmo Banner (618-829-3246) to photograph the van. According to Tom Cole, the manager had put an ad in the paper advertising that the van would be there and then later called the reporter to come down and photograph the promotion.

None of the SPRs were in the picture and according to Tom, no questions were asked and no protesters were present. In addition, no media cards were given to reporter.

Given the fact that we do not know if the manager conducted an interview and the fact that this is OUR promotion, I reccomend calling the reporter and seing if he needs any information from us.

Thoughts?